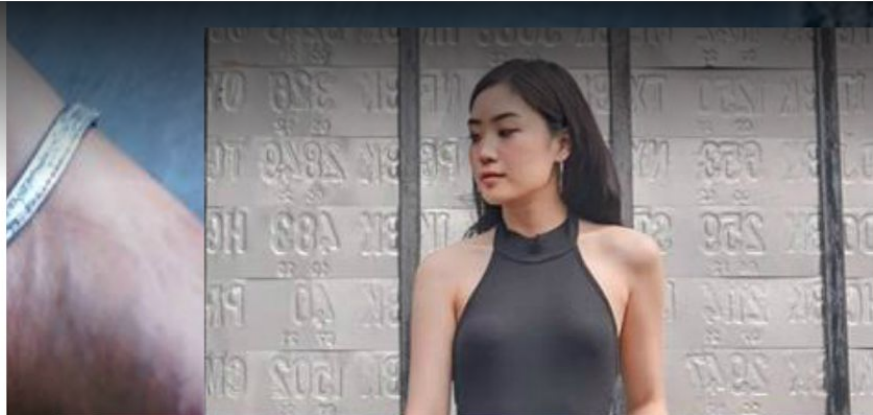




**DENIM**

LEATHER IT UP



Client:

**Zilingo Thailand**

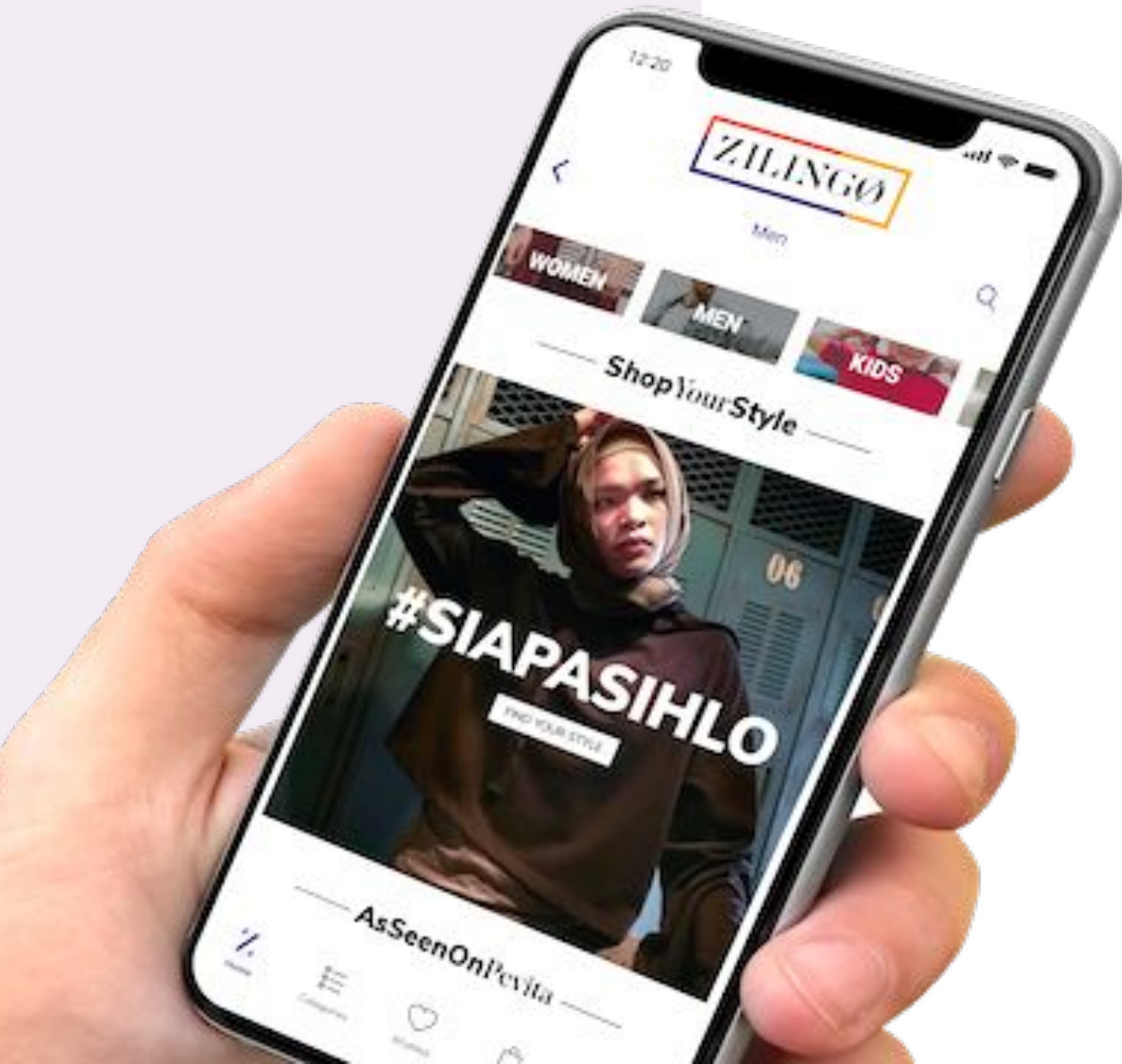


**ZILINGO**

# Background

Zilingo is South East Asia's fastest growing e-commerce company, representing over 2000 small enterprises that sell clothing, accessories, bags, shoes and a variety of lifestyle products.

Zilingo has created a platform that engages its users in a new way and helps them find special items they otherwise would not encounter online. By focusing on a sustainable business model and good relationships with their customers and sellers, Zilingo has been able to maintain steady growth during its first year of operation and secured significant funding to expand into new markets.





# Approach

Midas PR was hired to organize a press conference to showcase the company's successful development since its launch in Thailand, its strategy for further development and the funding it received from investors to further its growth. Midas PR was asked to source an appropriate venue that was befitting the brand and to create the event gimmicks and agenda.

Additionally Midas PR created and disseminated bilingual press releases and press invitations to secure the attendance of major Thai media outlets in print, online and TV and to coordinate the event with the venue, Vogue Lounge at the newly launched Mahanakhon Cube.

# Challenge

With the large number of e-commerce websites available, Zilingo faces strong competition. This made it necessary for Midas PR to strongly highlight Zilingo's key USPs for the media and attract them to the event. Midas PR showed why Zilingo is different from the other e-commerce websites and how this is helping it to outperform its competitors.

Midas PR also created a beautifully decorated venue, took care of creating memorable media gifts and showcased the application's unique features during the event. An additional challenge was to move the date from Thursday to a Friday that is a traditionally harder day for media attendance due to availability of the Zilingo CEO.



# Results

The press conference held at the stylish Vogue Lounge in Mahanakhon Cube and attracted a good number of both online and offline media and led to clippings in many lifestyle channels.

Zilingo gained exposure in the Thai market and a total PR value of THB 7,000,000 was generated. Along with the one-on-one interview with The Bangkok Post, the earned coverage from the campaign reaches a total of 85 clippings.

